GOVERNMENT OF INDIA
STEEL
LOK SABHA

UNSTARRED QUESTION NO:5246
ANSWERED ON:28.04.2003
LAUNCHING OF COLD ROLLED STEELIUM
V. SAROJA

Will the Minister of STEEL be pleased to state:

(a) whether the Tata Steel has launched its first branded Cold Rolled Steel Tata Steelium;

(b) if so, the details thereof; and

(c) the details of the Plants/Sectors where it is to be supplied?

Answer

MINISTER OF STATE IN THE MINISTRY OF STEEL (SHRI BRAJA KISHORE TRIPATHY)

(a) Yes, Sir.

(b) The Tata Iron & Steel Company Ltd. launched its first branded Cold Rolled Steel `Tata Steelium` on 27th February, 2003 at Goa. The Tata Iron & Steel Company Ltd. (TISCO) claims that the brand represents superior product quality and reliable service, and it helps the consumer (fabricators) identity with a reliable and trusted product that creates value for him and his customers. TISCO considers that they benefit from the branding as it helps in building customer loyalty and creates a value conscious segment.

(c) Tata Steelium is branded Cold Rolled Steel and is supplied for furniture, drums/ barrels, light engineering, appliances and auto ancillaries segments.